

LOUISVILLE



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Ford Australia - We're moving with you.



The front that launched a thousand rigs.

Louisville. Everything about it is big. First built by Ford at Louisville in Kentucky, in one of the world's largest truck plants. It quickly became one of the biggest-selling names in the aggressive North American truck market.

In 1975 it was thoroughly re-specified and exhaustively tested before being launched in Australia. Since that day, over five thousand Ford Louisvilles have rolled off the truck line at the Ford Truck Assembly Plant at Broadmeadows.

Today, Louisville is one of the most distinctive and popular heavyweights on our roads.

It's the front that has launched thousands of rigs into most corners of this continent. From log hauling in Tasmania's rugged north-west. To cattle trucking in the Kimberleys. In the city and in the outback, there you'll find Louisville.

The famous names behind our famous front

Louisville. It's now one of the biggest names in the Australian heavy truck segment. Increasingly, it's becoming a moving force in many of the biggest and most demanding line haul operations across this country.

Illustrated is an Ansett Freight Express LNT 9000 powered by a Cummins Formula NTC 350 turbo-charged diesel, driving through an Eaton RT 12510 transmission and a Rockwell SP40 rear axle. The truck is equipped with Reyco suspension.

As you travel the inter-city line haul routes, you'll notice the many other famous trucking names behind our famous front. Louisville gives you a wide choice of heavy truck

components from some of the world's top manufacturers. Cummins, Caterpillar and Detroit diesel engines. Fuller, Spicer and Clark transmissions, plus Allison automatics. Rockwell and Eaton rear axles. Ford, Hendrickson, Reyco and Rockwell rear suspensions.

Go with Louisville

Every year, the rapidly increasing number of Louisvilles on our roads adds further shine to a reputation built on reliability, operating efficiency, style and driver comfort. Whether you're a fleet operator or an owner-driver, you should look closely at the advanced engineering that makes Louisville a truck among trucks.

Ford Louisville

It has to be one of the biggest, line haul success stories in Australian trucking. Talk Louisville now with your Authorised Ford Truck Specialist Dealer.



The illustrations depict potential operating functions. The trailers are not available from the Ford Motor Company of Australia Limited and various non-standard items have been fitted by the operators.



Louisville back-up. It helps keep you rolling.

The decision to buy the right truck is critical. But it's only one step ahead of buying the truck with the right service back-up. The wrong decision in either of these areas can upset your bottom-line calculations very quickly.

Consider the facts:

Louisville is one of the top names in line haul because Australia-wide parts and service capability helps keep Louisville on the road and rolling.

Louisville is the flagship of Australia's widest range of trucks, and parts back-up reflects the commitment that Ford has made to this part of its business.

Every Louisville gets a 'part identity card'. Operator, dealer and Ford State Regional Office each receives a copy of this truck specification list. It details part numbers of over fifty major components used in each Louisville build. And when used with the Ford Parts Manual, it allows for the rapid identification of service parts.

Louisville is supported by over 400 Authorised Ford Dealers. Not all deal in trucks but they can help you or put you in touch with the network of Ford Truck Specialist Dealers strategically located across Australia.

Your nearest Ford Truck Specialist Dealer can give you the full facts on the Louisville Customer Service Programme. It's just about as important as selling a new one.

PLEASE NOTE:

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